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Philyaw

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(54) **METHOD AND APPARATUS FOR UTILIZING AN AUDIBLY CODED SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 329 days.

This patent is subject to a terminal disclaimer.

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Related U.S. Application Data

(63) Continuation of application No. 10/690,485, filed on Oct. 21, 2003, now Pat. No. 7,437,475, which is a continuation of application No. 09/491,089, filed on Jan. 20, 2000, now Pat. No. 6,636,896, which is a continuation-in-part of application No. 09/382,421, filed on Aug. 24, 1999, now Pat. No. 7,424,521, which is a continuation-in-part of application No. 09/378,221, filed on Aug. 19, 1999, now Pat. No. 6,745,234, which is a continuation-in-part of application No. 09/151,530, filed on Sep. 11, 1998, now Pat. No. 6,098,106, and a continuation-in-part of application No. 09/151,471, filed on Sep. 11, 1998, now abandoned.

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G06F 15/16 (2006.01)
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(52) **U.S. Cl.** **709/238**; 370/310

(58) **Field of Classification Search** 709/238, 709/217–219, 224, 239, 245, 250; 370/310
See application file for complete search history.

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(57) **ABSTRACT**

A method and apparatus for utilizing a coded audio/video signal to conduct commerce over the Internet. Broadcast information is broadcast from a remote location on a secondary network containing video over the secondary network to a location thereon proximate the location of the user PC. Unique information is encoded in the broadcast information representative of a location on the primary network of the remote node. The broadcast information is received and displayed on a video display at the location on the secondary network proximate the user PC. The user PC is connected to the remote node utilizing the unique information, and in accordance thereto, in response to receiving the unique information encoded within the broadcast information broadcast over the secondary network. The user is prompted to interface with the user PC by displaying a video image on the video display at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.

20 Claims, 12 Drawing Sheets